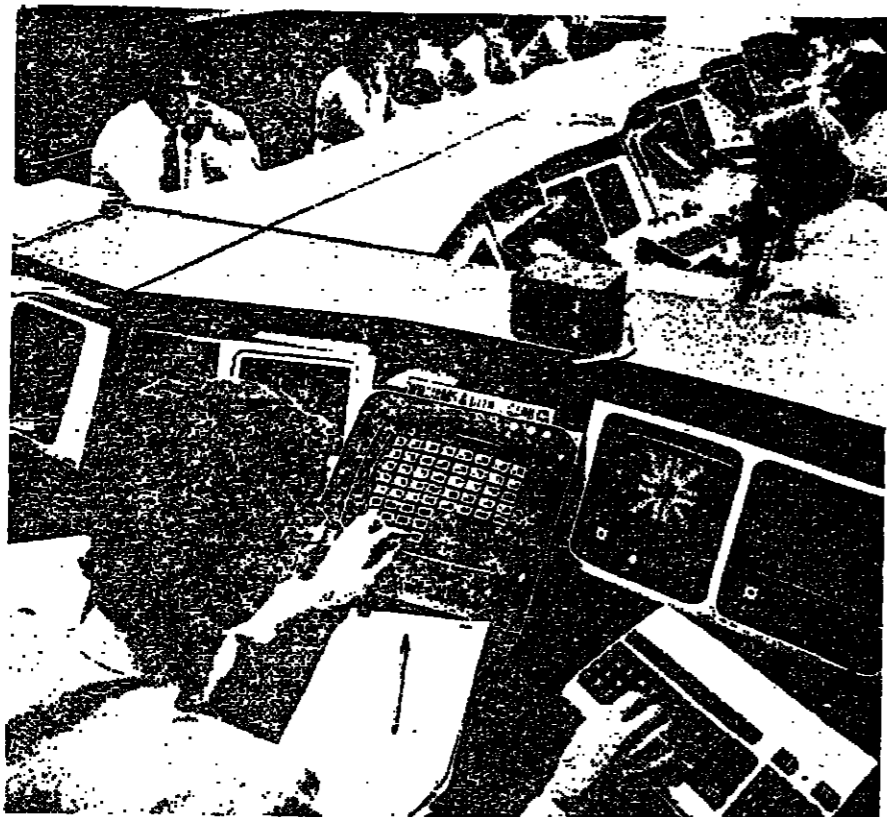


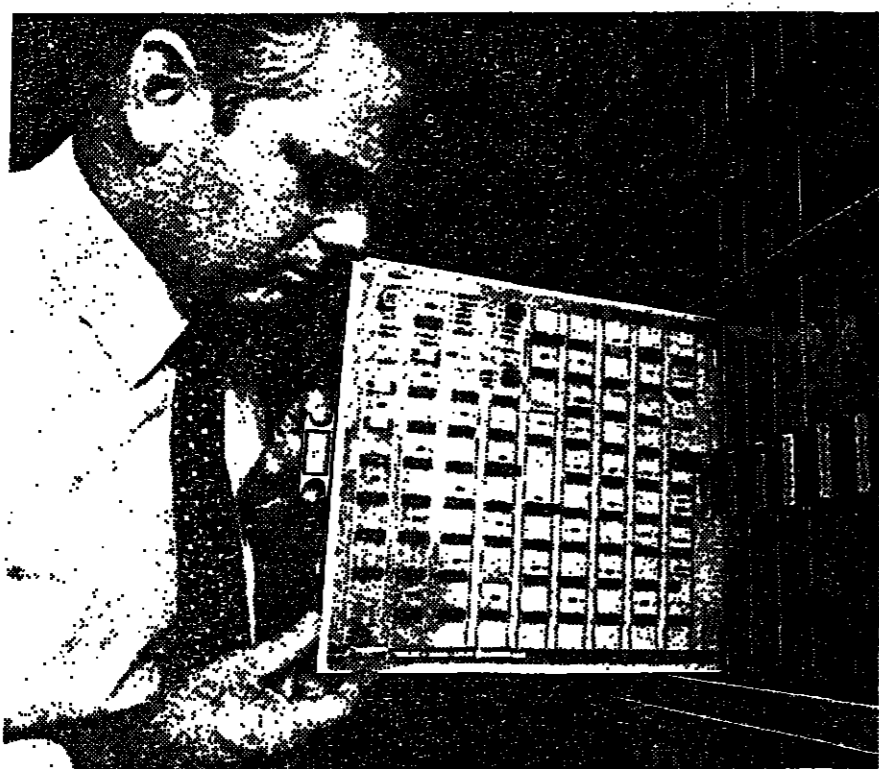
Pressing on



A touch of magic

Literally at your fingertips—a comprehensive telephone system, data retrieval, computer access and telex. All at the touch of a finger on the monitor surface of this unique terminal.

The British Telecom-designed City Business System is a runaway success. More than 900 screens are already in use, orders worth over £10 million in hand, including exports to the US, Europe, Middle East and Hong Kong.

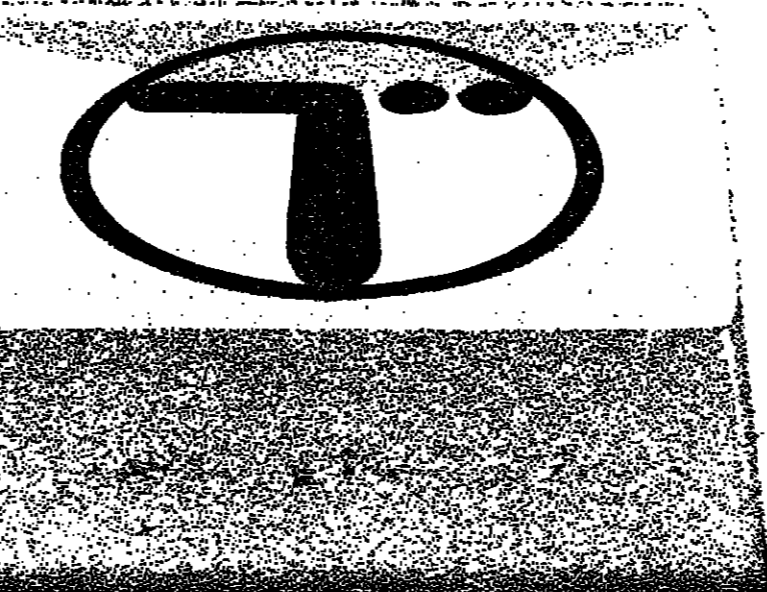


System X—digital flexibility.

A 'slice' of the modular microprocessor circuitry that enables System X—Britain's advanced new electronic telephone exchanges—to adapt, quickly and simply, both to customers' requirements and to technological progress.

Digital techniques pack more communications power into far less space. Equally at home in data, facsimile and video transmission as well as conventional speech, they open wide the door to the electronic office of the future.

System X means faster call connection, improved clarity and many new facilities for business and private customers.



Up she rises!

Coming ashore in Cornwall, British Telecom's newest transatlantic cable.

Carrying over 4000 simultaneous telephone calls, it provides the world's first full-colour digital transatlantic video conferencing service.

In Britain, every telephone customer can personally dial 135 countries, covering 93% of the world's telephones.

Sadly, this facility is not always two-way. For example, you yourself can dial Dallas, Beverly Hills or Washington DC in the United States. But, customers in these populous places have to go through the operator for calls outside the US.

And-another first!

British Telecom has now launched SatStream North America—the world's first satellite-based, all-digital transmission service across the Atlantic.

This is beamed by another world first—a new compact dish aerial based on principles established by James Gregory, a 17th century Scottish mathematician.

The Gregorian design is three times as accurate as existing systems four times its size!

Healthy growth

British Telecom, one of Britain's largest businesses:

- opens 4 modern exchanges every week.
- runs the World's 5th largest phone system.
- will soon install Britain's 20 millionth phone line.

It demands less maintenance, while sensitive built-in detectors swiftly pinpoint network faults.

In the next three years British Telecom plans 30 more System X trunk units and 1200 local exchanges.

A vast investment in efficiency, economy and progress for Britain.



NEXT:

Leadership in "Lightlines".
Advances in business systems.
New look in phones.
And much more.

British
TELECOM The power behind the button.

